



DEPARTMENT OF ENGLISH

**DIGITAL PRESENCE  
101  
PROSEMINAR  
APRIL 2019**

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@JulianChambliss

- *What does it mean to create and maintain a digital presence? What concerns should guide our approach to managing your digital self? How can digital visibility benefit your scholarship, pedagogy, and service? In this workshop, we will consider the challenges and benefits linked to crafting our digital persona.*

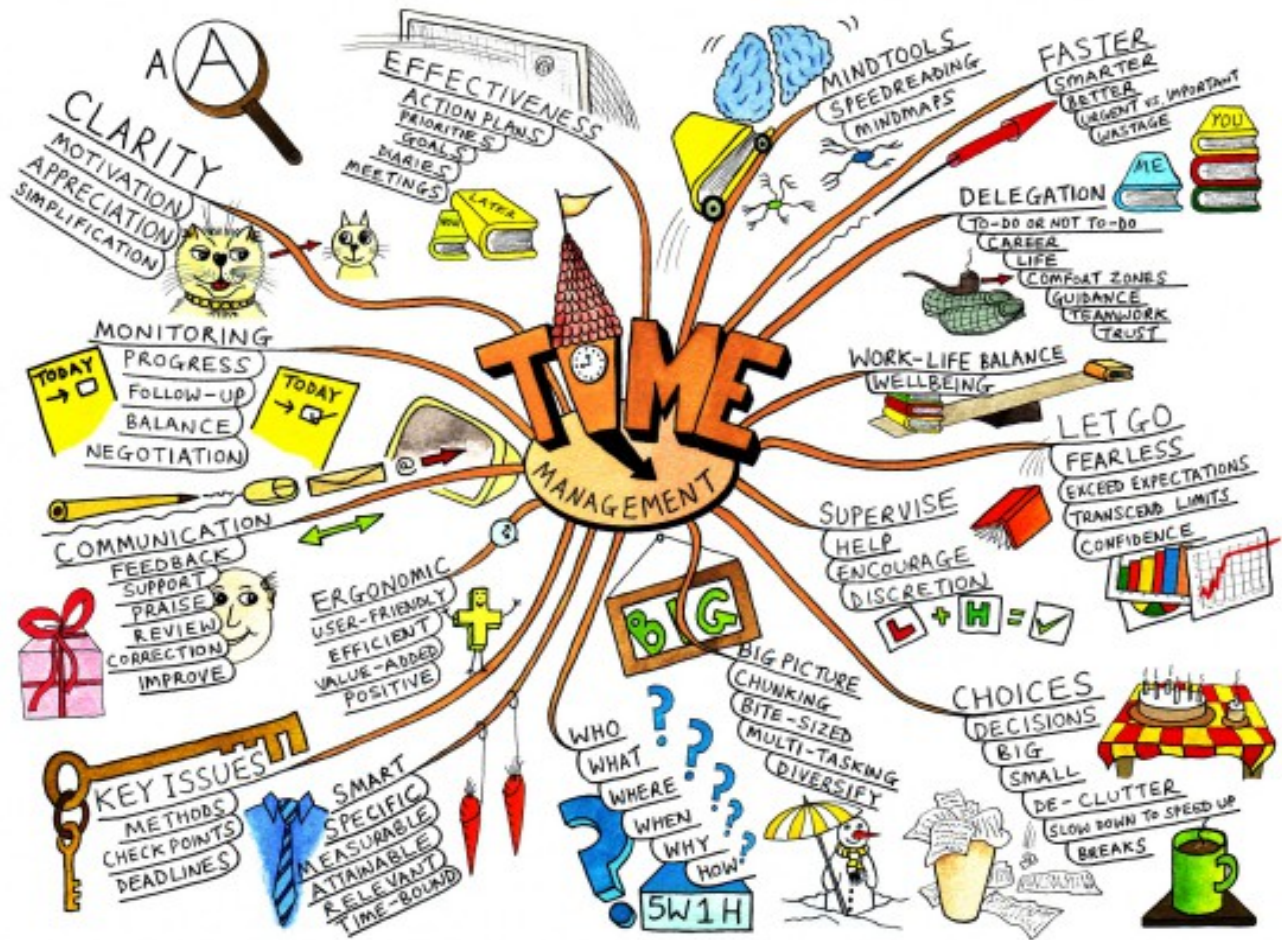


**What could we  
talk about?**

- Data
- Audience and Engagement
- Visualization
- Network Analysis
- Text Mining
- Digital Teaching and Learning
- Podcast and Digital Media
- Open Access
- Funding

# Who is the Digital You?

Let's Find Out



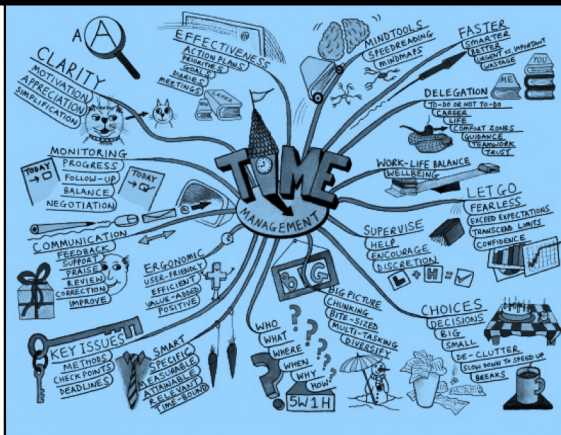
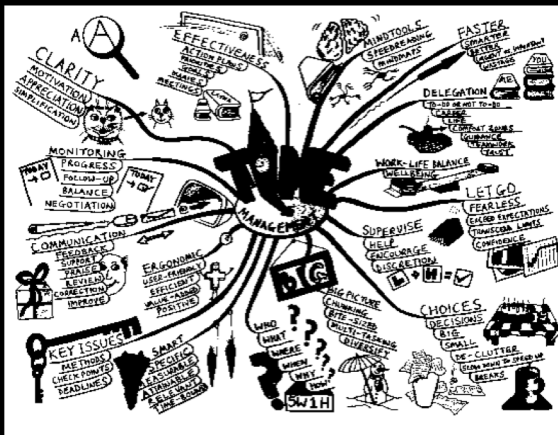
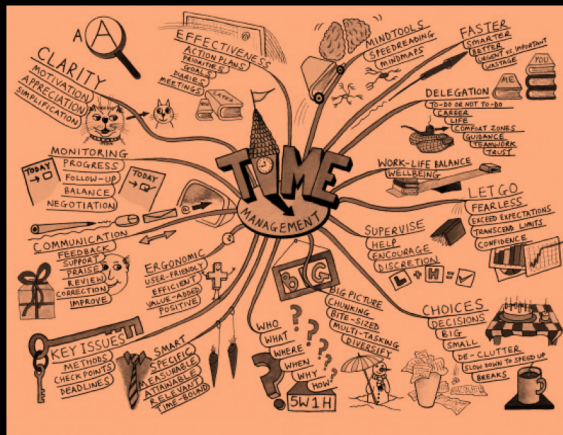
My colleague Kera Lovell uses Mindmaps in her class to get students to think through a concept.

<https://keralovell.com/>

# Make me a Map: Who is the Digital You ?

- Make a Mindmap of your digital presence
- Search for yourself online
  - Use two different browser
  - Do it in private mode and in public mode
  - Look beyond the third page

# •Who do you see?



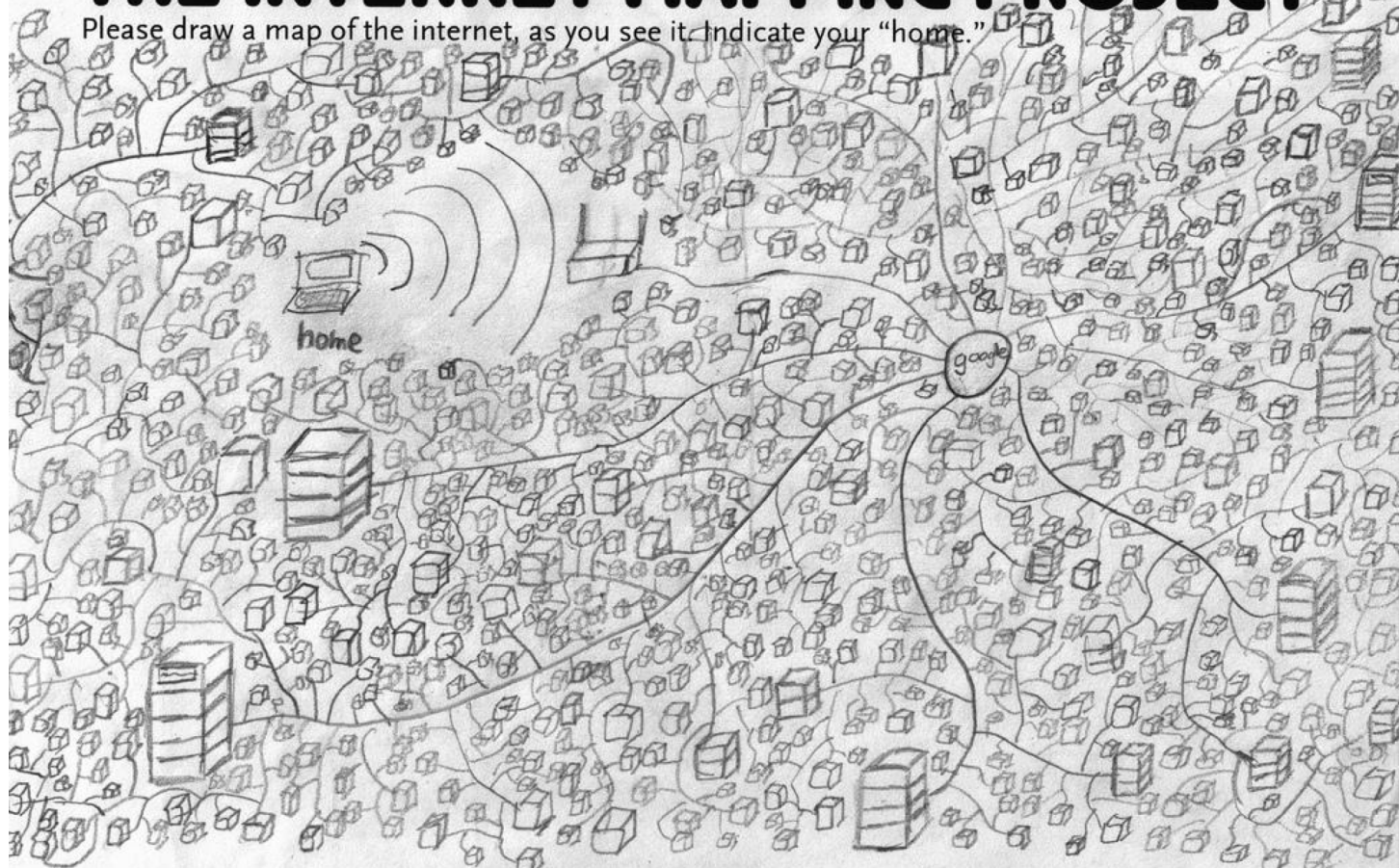


# David White

<http://daveowhite.com/about/>

# THE INTERNET MAPPING PROJECT

Please draw a map of the internet, as you see it. Indicate your "home."



# Visitors and Residents



# Visitor mode:

**The Web as a series of 'tools'**

Leaves no social trace

Instrumental, defined goals

Examples include:

- Searching for information
- Reading information
- Watching videos
- Shopping
- 'Lurking' in Resident spaces





# Resident mode:

The Web as a series of 'places'

Leaves a social trace

Going online to engage with others

Requires a digital identity

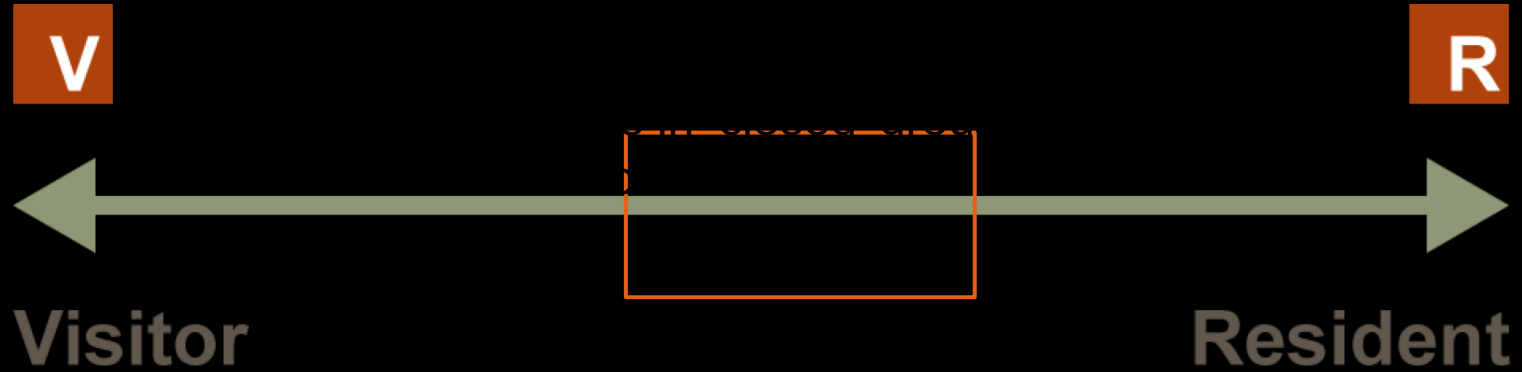
Examples include:

- Active in Social Media
- Joining in discussions
- Commenting
- Being socially present in email



Eric Sonstroem

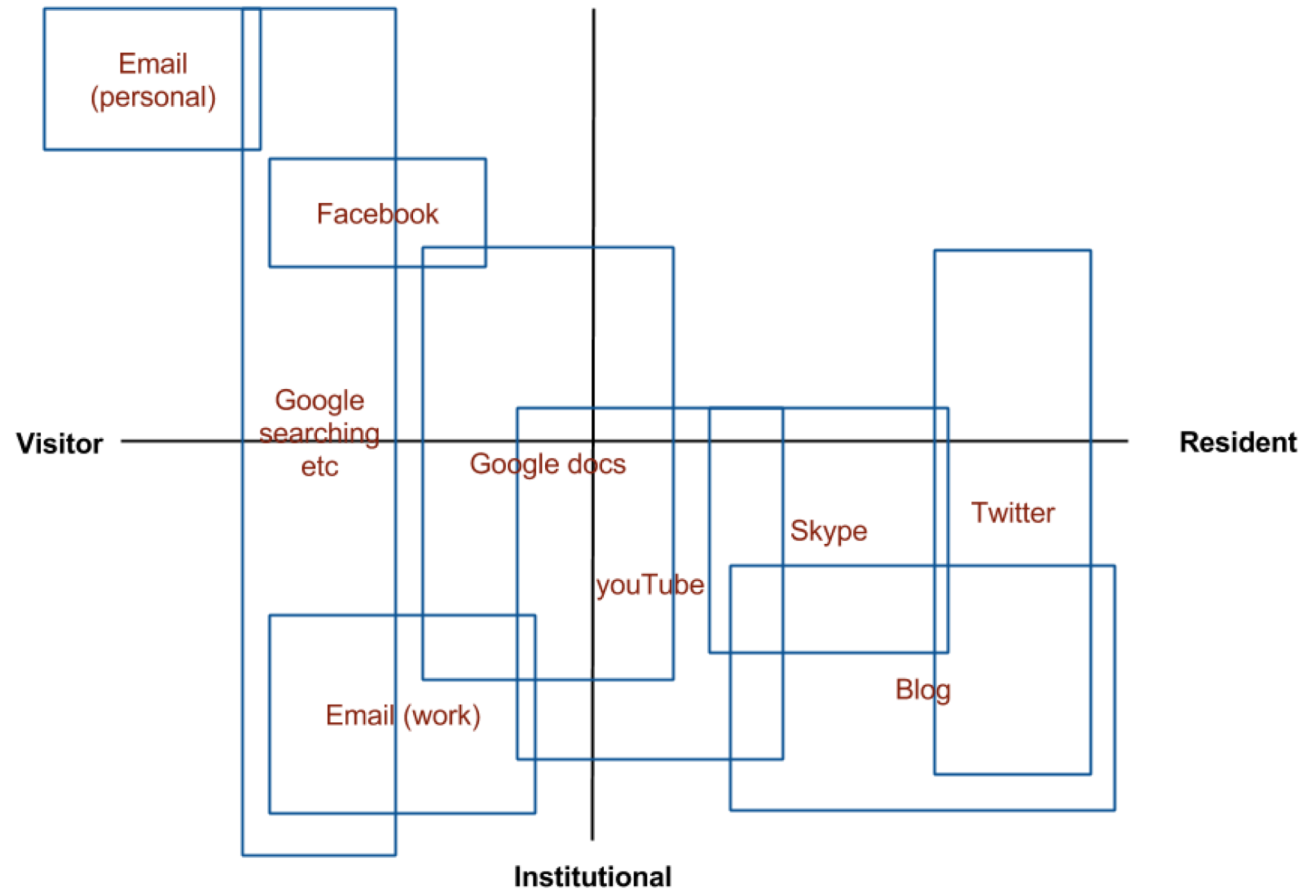
# Visitors and Residents





David White

**Personal**



# Typology

What do we mean by Digital Presence?

# Some Pathways

- Scholarly Communication
- Scholarly Community
- Scholarly Dialogue / Activism

# ***Scholarly Communication***

- Social Media
  - Personal and Not Personal
- Digital Forums
  - Formal and Informal
- Newsletters
  - What groups do you want to follow?

# ***Scholarly Community***

- Professional Societies
- Humanities Common
- Hashtags
- Listserv

# ***Scholarly Dialogue / Activism***

- Blogs
- Hashtags
- Teaching



A GOOD QUESTION TO ASK

**What is your  
goal?**

# Digital Infrastructure

Resources and Frameworks

# DH @ MSU: Get Connected

- DH @MSU
  - <http://digitalhumanities.msu.edu/>
- Slack channel
  - <https://msudh.slack.com/>
- Newsletter
  - Sign up Now.... I will wait.
- Event Calendar
  - <http://digitalhumanities.msu.edu/eventslist/>
- Funding Opportunities
  - <http://digitalhumanities.msu.edu/seed-grant-funding/>
- Curriculum
  - Certificate (For Graduate Students ) <http://digitalhumanities.msu.edu/curriculum/>

# DH @ MSU: Get Connected

- DH @MSU
  - <http://digitalhumanities.msu.edu/>
- Digital Presence Fellowship
  - <https://domains.cal.msu.edu/>
- Humanities Commons
  - <https://hcommons.org/>
- ***What do you think?***

# The Baseline

What do I need

# Building Your Digital Presence

## •Website

- Portfolio
- Digital Home
- Build it
  - Domains @MSU
  - Humanities Commons



On the Edge

Social Media

# Fuzzy for a reason



# Academics + Social Media

## • Twitter

- Interest driven audience
- Educated
- #Hashtags

# The Dangers

When Social Media Goes Wrong

EDUCATION

# The Young Academic's Twitter Conundrum

The social-media platform is a robust ecosystem for brand-building, research-sharing, and career-ruining.

OLIVER BATEMAN MAY 10, 2017



KACPER PEMPEL / REUTERS

## MORE STORIES

### Stripping a Professor of Tenure Over a Blog Post

CONOR FRIEDERSDORF



### Should Professors Be Fired for Damaging a College's Reputation?

LAURA MCKENNA



### Bringing Twitter to the Classroom

AMANDA WYNTER



### The First Reparations Attempt at an American College Comes From Its Students

SAAHIL DESAI



# KU professor suspended after blaming NRA for Navy Yard mass shooting

Posted Sep 19, 2013



As a journalism professor at the University of Kansas continued to defend his tweets about the National Rifle Association following the mass shooting at the Navy Yard in Washington, DC, he was suspended.

KU officials initially said Thursday that David Guth's tweets were repugnant, but he had free-speech rights. University officials emphasized Guth's tweets do not reflect the views of the university.

But the university announced Friday that Guth has been suspended.

"In order to prevent disruptions to the learning environment for students, the School of Journalism and the university, I have directed Provost Jeffrey Vitter to place Associate Professor Guth

## Most Popular

ARTICLES VIDEOS

- » The Notre Dame Cathedral fire isn't the only tragedy to happen on April 15
- » Police: Mother and son arrested at Walmart after performing karate, getting nude
- » 14-year-old struck by vehicle in south Overland Park dies
- » Win a freezer full of Reese's eggs this summer
- » Mother ticketed while breastfeeding baby in backseat of parked SUV
- » Teen shot outside Landmark Skate Center in Lee's Summit
- » Large hail, damaging wind biggest concerns with Wednesday evening storms
- » 3 children identified as those accused of vandalizing Kansas band room, won't face charges
- » Loaded gun in diaper bag goes off, shoots man and toddler in car parked outside Chuck E. Cheese's
- » French billionaires pledge \$339 million to help rebuild Notre Dame



**Steven Salaita**

@stevesalaita



At this point, if Netanyahu appeared on TV with a necklace made from the teeth of Palestinian children, would anybody be surprised? [#Gaza](#)

♡ 36 10:24 PM - Jul 19, 2014



90 people are talking about this



The University of Illinois at Urbana-Champaign reached a settlement with Steven Salaita, a professor who had a job offer revoked by the school after he tweeted incendiary statements about Israel during the country's war with Hamas in Gaza.

# Policy Check

Social Media



# MSU Social Policy

- Clearly identify who you are.
- Make it clear that the views expressed are your own.
- Consider using a standard disclaimer: The opinions expressed here are the views of the writer and do not necessarily reflect the views and opinions of Michigan State University.
- Do not speak on behalf of the university or portray yourself as a spokesperson for the institution.
- Do not use MSU logos or registered trademarks.
- Do not disclose financial or confidential student, faculty, staff, athletic, research, or institutional information.
- Do not share personal information or conversations of associates or partners unless you have their written permission to do so.
- Be aware of the privacy settings and user options associated with the social media tools you use and the audiences who will have access to content you publish.
- Remember that you are responsible for what you post on your own site and on the sites of others.
- Consider departmental and university-wide rules about use of MSU IT resources.
- Personal use of social media should generally take place during nonworking hours using personal computing resources (i.e., not owned or managed by MSU).

## Understanding the difference between an MSU work account and a personal account

- Use professional contact information for accounts that represent a component of your work at MSU. Use personal contact information for accounts that are strictly non-work-related or accounts that are a blend of professional and personal information. If you're not sure whether to use your personal or professional contact information, err on the side of using your personal information.

- Thank You 😊